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OVERALL PERFORMANCE

- Camel was the fastest growing major competitive premium brand during the latest 12 months.
 - Since PRP, Camel's retail share trend has been fairly consistent with Marlboro & Newport.
 - Camel is the only star in Reynold's portfolio of premium brands.
- Currently represents 19% of RJR's volume & ----% of its IFO.

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CAMEL PERFORMANCE

By Segment

- Camel Filter's growth is being driven primarily by:
 - Full Flavor
 - Lights
 - Box Packings
- To date, line-extensions have provided minimal contribution to total brand family.
 - Ultra Lights (11/90)
 - Wides (2/92)
 - Special Lights (3/93)

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TRADE CLASSES AND GEOGRAPHIES

- Camel posted share gains in most geographies & trade classes during the past year.
- Camel's strongest gains occurred in its most heavily developed areas. On a 12MM basis (ending 3/96):
 - Region 5 (+1.2 points)
 - Convenience stores (+0.8 points)

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STORE STATUS

- Strong performance in Non-Retail Masters.
 - Acceleration Post-Recall.
- Balanced Camel performance accross Retail Masters and Non Retail Masters workload and non-workload.
 - Marlboro non-workload and recent performance in Region 5?

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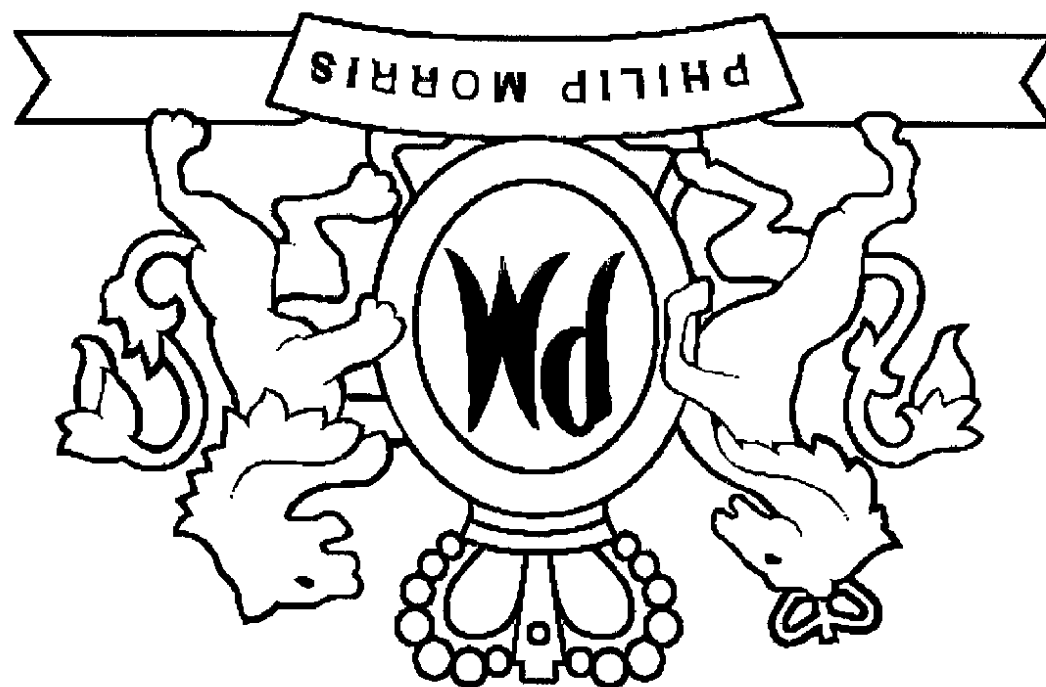


SPENDING

- Extensive promotion calendar all year. Non-pulse strategy.
 - Richer and flexible offers.
 - Increased spending since 2nd half 1995.
 - Relatively consistent across Retail Masters and Non-Retail Masters .
- Increased media 4th Quarter 1995 - to date.

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CAMEL PRESENTATION
U.S.A.
MAY 1996



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CAMEL - KEY FINDINGS

- Since the price reduction (8/93), Camel has been the fastest growing competitive non-menthol brand, expanding at an annual rate of +0.5 share points.
- Camel's strongest share gains have come from its most highly developed Region 5 stores and non-master c-stores (post-recall).
- In Region 5, Camel's smoker share among younger adult smokers (18-24) has been strengthening since fourth quarter 1995.
- Camel provides extensive retail promotional support throughout the year. Highly targeted spending strategies are not evident for the brand.

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